

A high-action photograph of a wakeboarder in mid-trick, silhouetted against a bright, golden sunset sky. The rider is positioned in the upper right quadrant, with their board angled upwards. A massive splash of water erupts from the lower left, creating a dynamic foreground. The background shows a calm sea and distant, hazy land. Large, semi-transparent geometric shapes (triangles and a parallelogram) are overlaid on the left side of the image, adding a modern, graphic design element.

# **WAKEBOARDING**

## **MEDIA GUIDE**





# ACTIVE INNOVATIVE INFORMATIVE

With an emphasis on high-quality photography, in-depth interviews with top riders and reviews on all the latest gear, WAKEBOARDING inspires its audience with fun and relevant content, anchored by expert boat analysis, quality instruction and how-to features. Its mission is to lead, connect and inspire by enlisting the talents of the most experienced professionals in the industry across multiple media channels.



# BRAND OVERVIEW



🐦 @Wakeboarding\_93

f Wakeboarding Magazine

📷 @wakeboardingmag

**57,550**  
AVG. MONTHLY  
PAGE VIEWS

**32,940**  
AVG. MONTHLY  
UNIQUE VISITORS

**287,650+**  
SOCIAL MEDIA  
AUDIENCE

**13,000**  
CUSTOM EMAIL  
SUBSCRIBERS

**15,000**  
EDITORIAL ENEWS  
SUBSCRIBERS

Within *Wakeboarding's* audience are wake-sports enthusiasts of various skill-levels, brand affinities and purchase intent. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

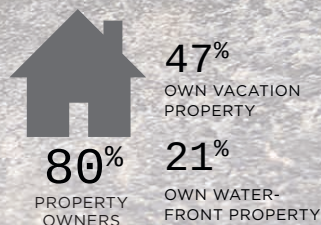
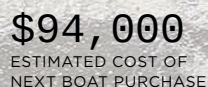
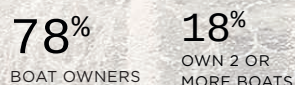
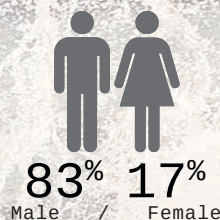
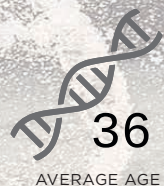
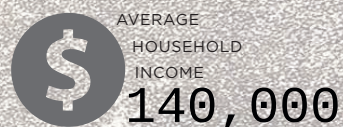




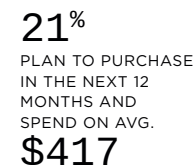
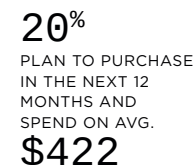
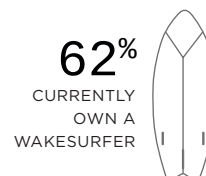
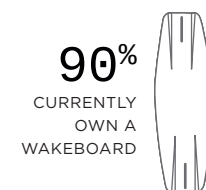
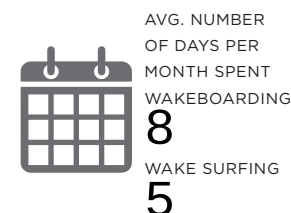
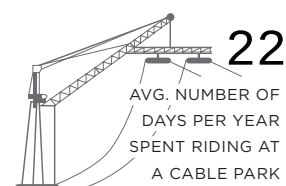
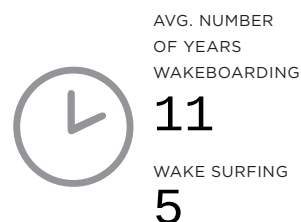
# AUDIENCE PROFILE

Wakeboarding's audiences across all channels (web, social & email) are truly dedicated to the sport. They represent active, affluent water sports enthusiasts who come to us looking for tips, techniques and information on the latest equipment. They know we deliver the expert information needed to make a purchase to complement their lifestyle.

## DEMOGRAPHIC



## WATER SPORTS ACTIVITIES







# CONTACT

**RHONDA MOCK**

**DIRECTOR OF BRAND STRATEGY**

**407-405-0111** | [rhonda.mock@bonniercorp.com](mailto:rhonda.mock@bonniercorp.com)